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(54) Title: USE OF CARBOXYMETHYL CELLULOSE (CMC) IN FRUIT-BASED PRODUCTS

(57) **Abstract:** The invention relates to the use of a carboxymethyl cellulose (CMC) for preparing fruit-based products, such as jams including low calory jam, fruit preserves, pie fillings, fruity sauces, fruity fillings in cookies, fruit-based toppings, or beverages, wherein the CMC is characterized by forming a gel at 25°C after high-shear dissolution in a 0.3 w% aqueous sodium chloride solution, the final content of the CMC in the aqueous sodium chloride solution being 1 wt% for a CMC having a degree of polymerization (DP) of >4,000, 1.5 wt% for a CMC having a DP of >3,000-4,000, 2 wt% for a CMC having a DP of 1,500-3,000, and 4 wt% for a CMC having a DP of >1,500, the gel being a fluid having a storage modulus (G') which exceeds the loss modulus (G'') over the entire frequency region of 0.01-10 Hz when measured on an oscillatory rheometer operating at a strain of 0.2. The CMC may also be used in combination with hydrocolloids such as carrageenan, starch, alginates, xanthan, konjac, or food protein.